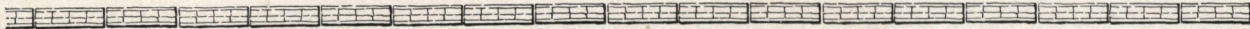




FLINT UNGLAZED VITROCRAFT TILES  
*for domestic and public floor use  
of every description*





For

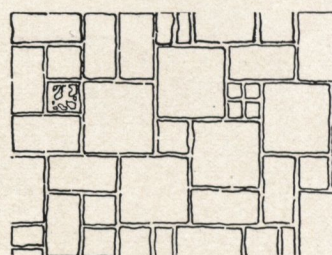
# I

# MEDIATE

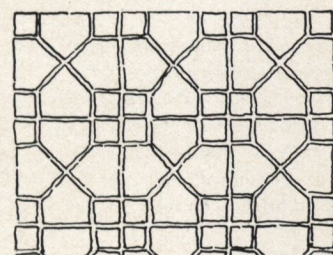
# DELIVERY

For projects requiring a  
high-class unglazed  
tile in a hurry

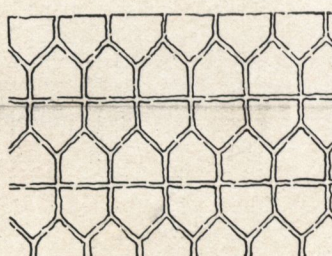
Vitrocraft (or unglazed tile) is carried in stock. These four patterns, built up from standard shapes, are typical of what may be accomplished with this all-purpose tile. It requires but a short time to assemble and pack any ordinary quantity of this inexpensive but high-class material.



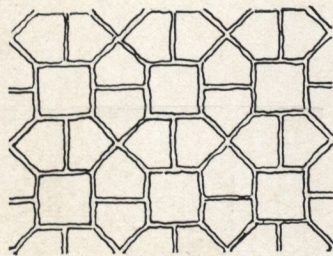
Pattern "Ranciez"  
—unit 6" and smaller



Pattern "Novarra"  
—unit 4 1/4" Brickpoint and 2"



Pattern "Septova"  
—unit 4 1/4" Brickpoint

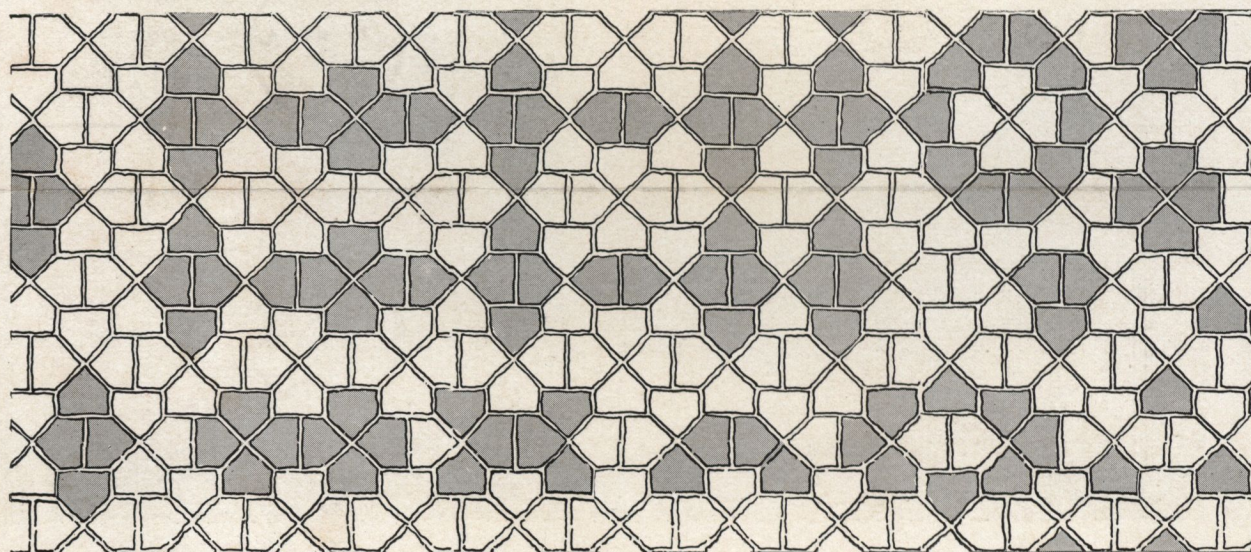


Pattern "Decenza"  
—unit 4 1/4" Brickpoint and square



## Darks and Lights as modifying Floor Patterns

The non-slip quality of Vitrocraft is available in a series of buffs and browns. But the effects obtainable by arrangement of shades—dark and light—are without number. Below is one single shape—the "brickpoint"—assembled in our Octunis Pattern, yet making thirteen distinct designs merely by grouping of lights and darks.





At right—Public eating places must be pleasing to the eye, sanitary, and easy to clean. Vitrocraft on the floor provides these qualities. Handmade Flint Faience on the walls wipes off new and bright with a damp cloth

Below—Vitrocraft on the floors of lounge rooms provides the richness and color of oriental rugs at a fraction of their cost, and with a minimum of upkeep

Below—Vitrocraft tiles combined in exquisite harmony. Durable, non-absorbent, with a lasting non-slip quality. Even when exposed to public use and abuse, they will outlast the life of the building, and may be quickly restored to newness by simple cleaning



Theatre lobbies, hotels, office buildings, stores, and other public places require floors that are inexpensive of upkeep and that minimize public liability. Vitrocraft fulfills both requirements. Its vitrified body is non-absorbent, does not stain, and wipes off easily



















# VITROCRAFT (Vitreous Grés)

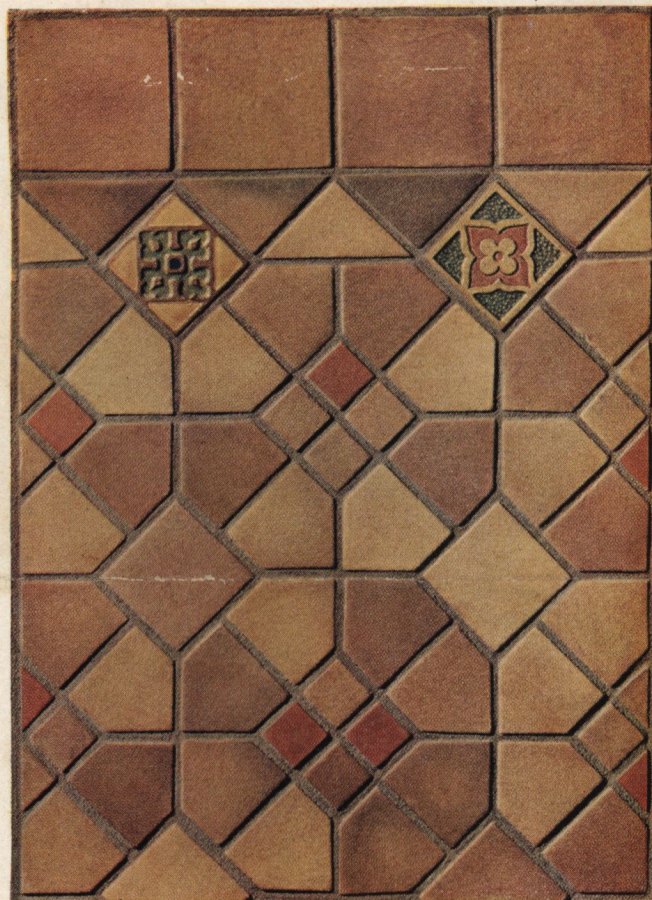
Unglazed

A low-cost answer to the  
problem of appearance

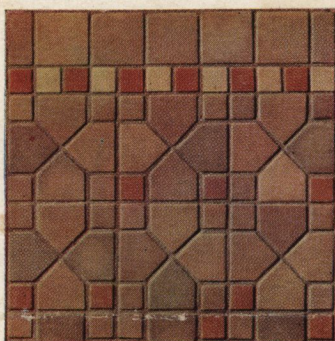
-  Non-slip
-  Frost-proof
-  Non-absorbent
-  Withstands public traffic
-  Inexpensive
-  Genuinely handmade
-  Soft, restrained coloring
-  Individual and artistic
-  Interesting texture
-  Dignified appearance
-  Lowers accident hazard
-  Articulating stock sizes
-  Stock floor patterns . . . immediate shipment
-  Four color ranges available
- Base cap and shapes available

Vitrocrafft (formerly called Vitreous Grés) is available in four color ranges here shown: dark range, light range, full range, and selected for uniform color.

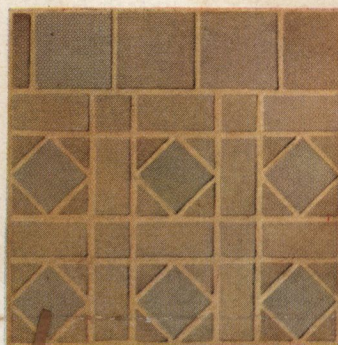
All are suitable for domestic and public floor use of every description. The selected light range type is particularly appropriate for banks, for lobbies of office and other public buildings, where it is in perfect architectural harmony with any wall treatment.



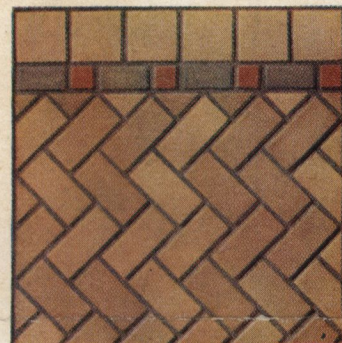
Vitrocrafft: Field in Full Color Range, using Octunis Pattern, Unit  $4\frac{1}{4}$ , with glazed Vitrocrafft Inserts



Field in Dark Color Range, Novarra Pattern, Unit  $4\frac{1}{4}$



Field in Selected Light Range, Ferrara Pattern, Unit  $4\frac{1}{4}$  and  $6 \times 2$  (with light yellow mortar)



Field in Light Range  $6 \times 3$  Herringbone Pattern

[[ To insure proper installations, Flint Vitrocrafft is sold only through recognized tile contractors. We will gladly send you the names of contractors in your vicinity who can show you actual samples of the tile themselves and inform you of the installed cost ]]

Flint Faience & Tile Company  
Subsidiary General Motors Corporation of Flint Michigan

CHICAGO, 1404 Tribune Tower  
BIRMINGHAM, ALA., 644 Martin Bldg.

Main office and factory  
Flint, Michigan

DETROIT, 206 E. Grand River Ave.  
NEW YORK, 103 Park Avenue





Unglazed  
**VITROCRAFT**  
(Vitreous Grés)



Digitized by:



ASSOCIATION FOR PRESERVATION TECHNOLOGY  
[www.apti.org](http://www.apti.org)

For the  
**BUILDING TECHNOLOGY HERITAGE LIBRARY**

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:



**SOUTHEASTERN ARCHITECTURAL ARCHIVE**  
SPECIAL COLLECTIONS  
HOWARD-TILTON MEMORIAL LIBRARY

<http://seaa.tulane.edu>

[[ To insure proper installations, Flint Vitrocraft is sold only through recognized tile contractors. We will gladly send you the names of contractors in your vicinity who can show you actual samples of the tile themselves and inform you of the installed cost ]]

**Flint Faience & Tile Company**  
*Subsidiary General Motors Corporation of Flint Michigan*

CHICAGO, 1404 Tribune Tower  
BIRMINGHAM, ALA., 644 Martin Bldg.

Main office and factory  
Flint, Michigan

DETROIT, 206 E. Grand River Ave.  
NEW YORK, 103 Park Avenue